

What is claimed is:

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- 1 1. A method for controlling offers that are provided at a point-of-sale
2 terminal, comprising:
3 providing a plurality of offers at a point-of-sale terminal;
4 measuring a performance rate of each offer, thereby defining a plurality of
5 performance rates;
6 selecting a subset of offers based on at least one of the plurality of
7 performance rates; and
8 providing the subset of offers at a point-of-sale terminal.

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- 1 2. The method of claim 1, in which the step of providing a plurality of offers
2 is performed during a first time period; and in which the step of providing the
3 subset of offers is performed during a second time period which is subsequent to
4 the first time period.

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- 1 3. The method of claim 1, in which the step of providing a plurality of offers
2 comprises:
3 providing an offer of the plurality of offers at each of a plurality of
4 terminals.

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- 1 4. The method of claim 1, further comprising:
2 measuring a performance rate of the subset; and
3 if the performance rate of the subset is less than a predetermined threshold,

4 providing the plurality of offers after the step of providing the
5 subset of offers.

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1 5. The method of claim 1, in which the step of selecting a subset of offers
2 comprises:

3 selecting offers that have at least a predetermined performance rate.

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1 6. The method of claim 1, in which the step of selecting a subset of offers
2 comprises:

3 selecting a predetermined number of highest-performing offers.

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1 7. An apparatus for controlling offers that are provided at a point-of-sale
2 terminal, comprising:

3 a storage device; and

4 a processor connected to the storage device,

5 the storage device storing a program for controlling the processor; and

6 the processor operative with the program to:

7 provide a plurality of offers at a point-of-sale terminal;

8 measure a performance rate of each offer, thereby defining a

9 plurality of performance rates;

10 select a subset of offers based on at least one of the plurality of

11 performance rates; and

12 provide the subset of offers at a point-of-sale terminal.

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1 8. The apparatus of claim 7, in which the processor is further operative with
2 the program to:

3 provide a plurality of offers during a first time period; and

4 provide the subset of offers during a second time period which is
5 subsequent to the first time period.

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1 9. The apparatus of claim 7, in which the processor is further operative with
2 the program to provide an offer of the plurality of offers at each of a plurality of
3 terminals.

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1 10. The apparatus of claim 7, in which the processor is further operative with
2 the program to:

3 measure a performance rate of the subset; and

4 if the performance rate of the subset is less than a predetermined threshold,

5 provide the plurality of offers after a provision of the subset of
6 offers.

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1 11. The apparatus of claim 7, in which the processor is further operative with
2 the program to select offers that have at least a predetermined performance rate.

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1 12. The method of claim 7, in which the processor is further operative with the
2 program to select a predetermined number of highest-performing offers.

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1 13. A method for controlling offers that are provided at a point-of-sale
2 terminal, comprising:
3 providing a first offer at a point-of-sale terminal;
4 measuring a performance rate of the first offer; and
5 if the performance rate of the first offer is below a predetermined threshold,
6 providing a second offer at a point-of-sale terminal.

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1 14. An apparatus for controlling offers that are provided at a point-of-sale
2 terminal, comprising:
3 a storage device; and
4 a processor connected to the storage device,
5 the storage device storing a program for controlling the processor; and
6 the processor operative with the program to:
7 provide a first offer at a point-of-sale terminal;
8 measure a performance rate of the first offer; and
9 if the performance rate of the first offer is below a predetermined threshold,
10 provide a second offer at a point-of-sale terminal.

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1 15. A method for controlling offers that are provided at a point-of-sale
2 terminal, comprising:
3 providing a first offer at a first point-of-sale terminal;
4 providing a second offer at a second point-of-sale terminal;
5 measuring a performance rate of the first offer;
6 measuring a performance rate of the second offer; and

7 if the performance rate of the second offer is less than the performance rate
8 of the first offer,

9 providing the first offer at the second point-of-sale terminal.

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1 16. An apparatus for controlling offers that are provided at a point-of-sale
2 terminal, comprising:

3 a storage device; and

4 a processor connected to the storage device,

5 the storage device storing a program for controlling the processor; and

6 the processor operative with the program to:

7 provide a first offer at a first point-of-sale terminal;

8 provide a second offer at a second point-of-sale terminal;

9 measure a performance rate of the first offer;

10 measure a performance rate of the second offer; and

11 if the performance rate of the second offer is less than the performance rate
12 of the first offer,

13 provide the first offer at the second point-of-sale terminal.

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1 17. A method for controlling offers that are provided at a point-of-sale
2 terminal, comprising :

3 for each of a plurality of purchases,

4 determining an upsell in dependence on the purchase,

5 determining an upsell price, each upsell price being based on a
6 purchase, and

7 offering to exchange the upsell price for the upsell;
8 measuring a performance rate of each upsell, thereby defining a plurality of
9 performance rates;
10 selecting a subset of upsells based on at least one of the plurality of
11 performance rates; and
12 providing the subset of upsells at a point-of-sale terminal.

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1 18. An apparatus for controlling offers that are provided at a point-of-sale
2 terminal, comprising:

3 a storage device; and
4 a processor connected to the storage device,
5 the storage device storing a program for controlling the processor; and
6 the processor operative with the program to, for each of a plurality of
7 purchases:

8 determine an upsell in dependence on the purchase,
9 determine an upsell price, each upsell price being based on a
10 purchase, and
11 offer to exchange the upsell price for the upsell;
12 measure a performance rate of each upsell, thereby defining a
13 plurality of performance rates;
14 select a subset of upsells based on at least one of the plurality of
15 performance rates; and
16 provide the subset of upsells at a point-of-sale terminal.